

# immunizations **LINK.LOGIN.** 411 **LEARN.**

hosted by the Missouri Department of Health and Senior Services' Bureau of Immunization Assessment and Assurance  
[www.health.mo.gov/immunizations](http://www.health.mo.gov/immunizations)

webinar series

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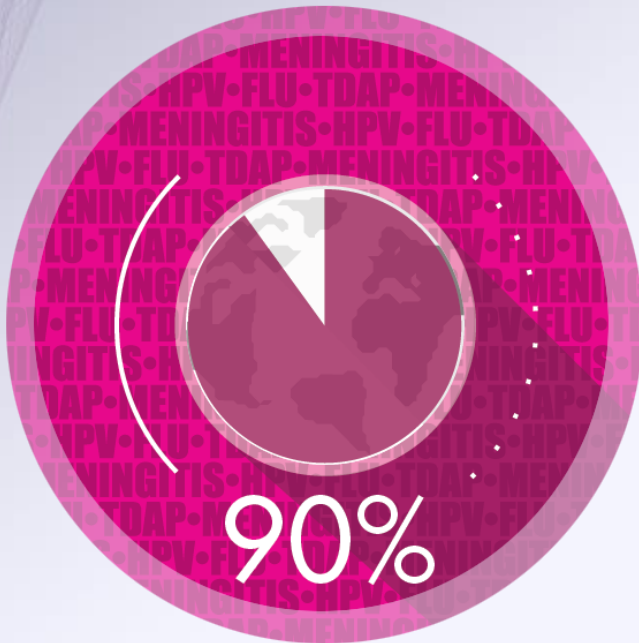
## **The Three C's for Effective Adolescent Vaccination Recommendations: Overcoming Communication Challenges**

**January 19, 2017**



# UNITY Vision and Mission

## 501c3, Non Profit Organization



### VISION

Coverage is 90% or greater  
for all ACIP recommended  
adolescent vaccines

**MISSION:** UNITY Consortium, through action-oriented leadership, innovation and education will:



#### ESTABLISH

adolescent immunization  
as a central component of  
preventative adolescent health  
and as an investment in long-  
term health.



#### DEVELOP

healthcare providers as  
advocates that make strong  
patient-focused  
recommendations for all  
ACIP-recommended  
adolescent vaccines.



#### ENGAGE

parents and adolescents  
to embrace the value of  
immunization.



#### ENSURE

easy access to and  
timely delivery of all  
recommended  
adolescent vaccines.



# Purpose

- To review the Three Cs provider recommendation – confident, concise, and consistent – as a potential tool to improve routine vaccination coverage for adolescent vaccines
- To provide a simple framework and tools for the use of a Three Cs recommendation including FAQs and Motivational Interviewing techniques



# Recommended Immunizations

	Flu <i>Influenza</i>	Tdap Tetanus, diphtheria, pertussis	HPV Human papillomavirus	Meningococcal	
				MenACWY	MenB
7-8 Years					
9-10 Years					
11-12 Years					
13-15 Years					
16-18 Years					
<b>More information:</b>	Preteens and teens should get a flu vaccine every year.	Preteens and teens should get one shot of Tdap at age 11 or 12 years.	Both girls and boys should receive 3 doses of HPV vaccine to protect against HPV-related disease. HPV vaccination can start as early as age 9 years.	All 11-12 year olds should be vaccinated with a single dose of a quadrivalent meningococcal conjugate vaccine (MenACWY). <b>A booster shot is recommended at age 16.</b>	Teens, 16-18 years old, <b>may</b> be vaccinated with a MenB vaccine.



Vaccine is recommended for all children unless your doctor tells you that your child cannot safely receive the vaccine



Vaccine is recommended for children not at increased risk but who wish to get the vaccine after speaking to a provider



Vaccine is recommended for children with certain health or lifestyle conditions that put them at an increased risk for serious diseases



Vaccine should be given if a child is catching up on missed vaccines





# Routine Recommendation of Adolescent Vaccines

11/12 Years Old

*Same day vaccination of:*

Tdap

MenACWY

HPV  
1 of 2

Flu  
(in season)

6-12 mos

HPV  
2 of 2

16 Years Old

*Same day vaccination of:*

MenACWY  
Booster

Men B\*

MenB-4C  
1 of 2

MenB-FHbp  
1 of 2

Flu  
(in season)

>1 mo

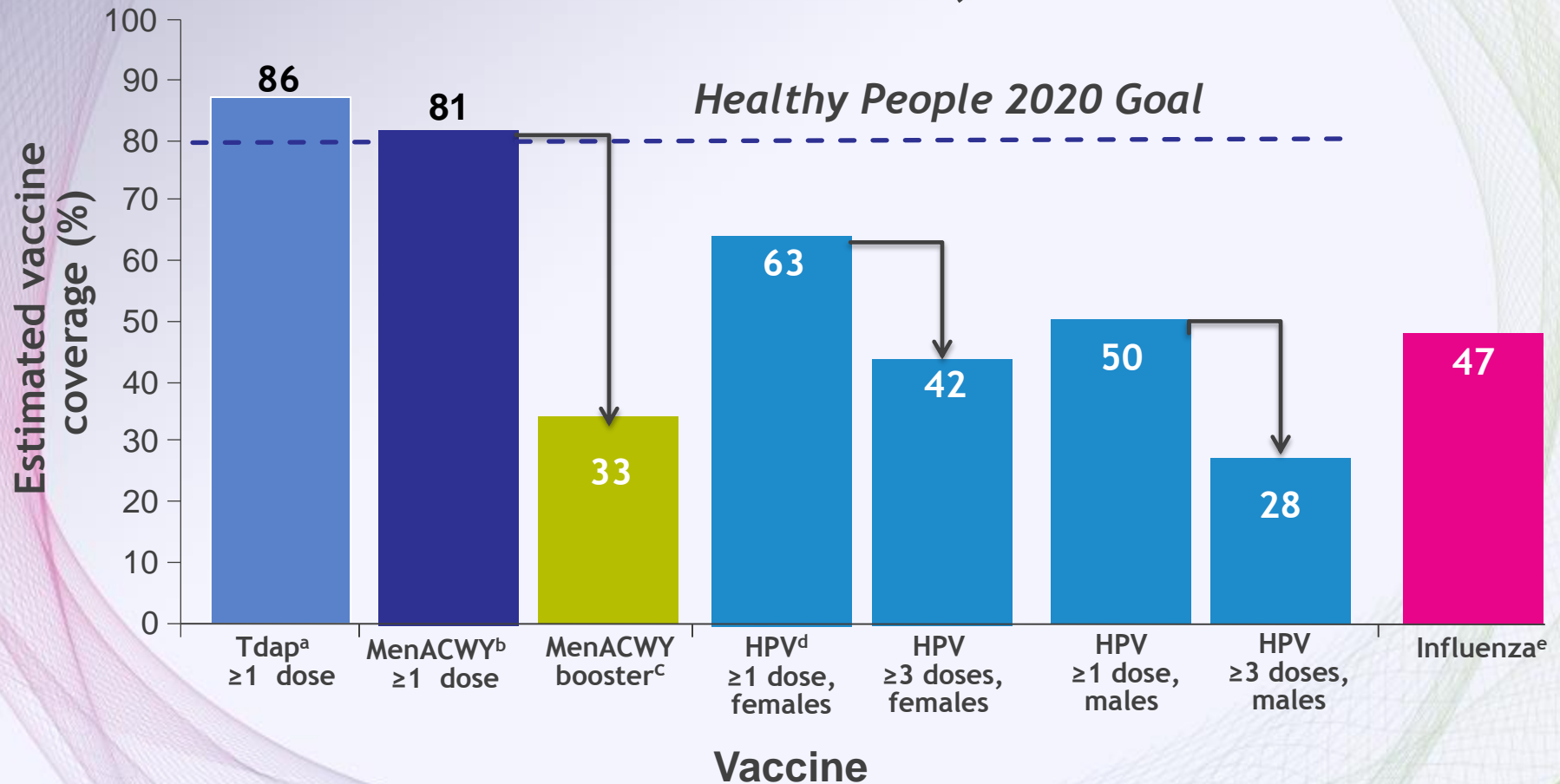
6 mos

Men B  
2 of 2



# Substantial Gaps In Adolescent Vaccination HPV (1<sup>st</sup>, Series), MenACWY Booster, and Flu

## 2015 Immunization Rates, United States

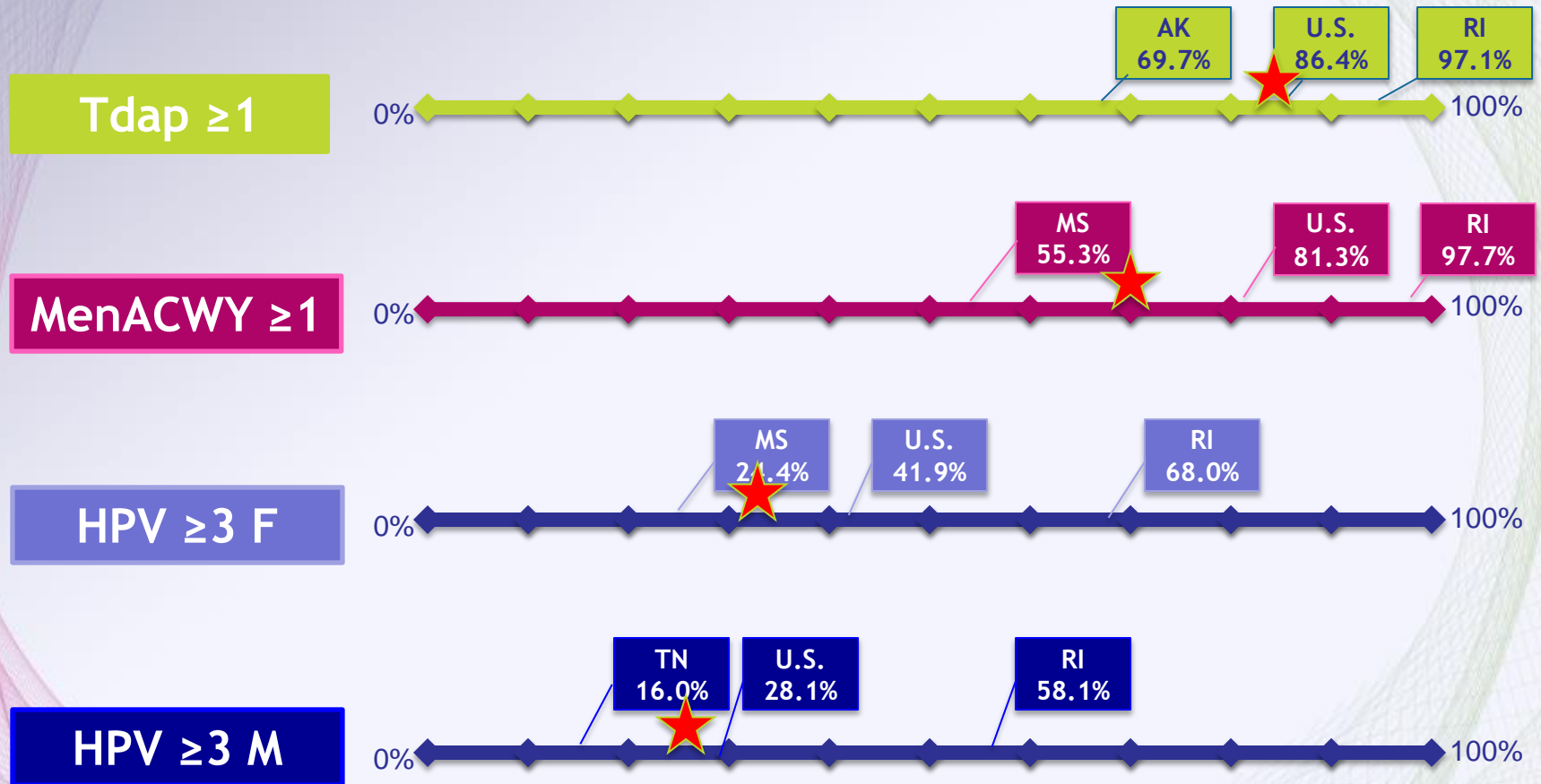


<sup>a</sup> Tdap = tetanus, diphtheria, acellular pertussis; <sup>b</sup> MenACWY = meningococcal conjugate vaccine; <sup>c</sup> Booster-dose rate based on 17-year-olds; <sup>d</sup> HPV = human papillomavirus; <sup>e</sup> 2015-2016 influenza season

MMWR. 2015;64(29):784-792; <http://www.cdc.gov/flu/pdf/fluview/2015-16/nfid-coverage-2015-16->



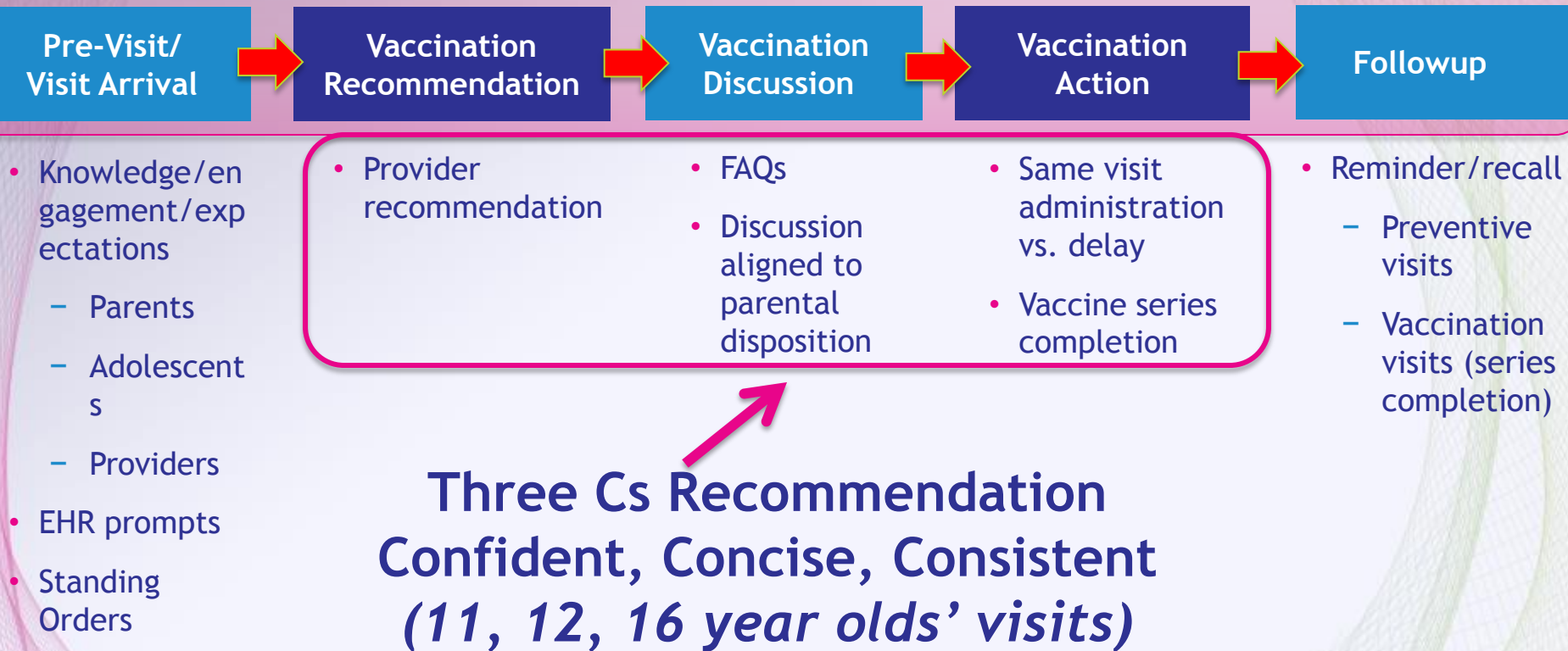
# Wide Variability In Vaccination Coverage By State







# The Three Cs Approach Focuses On The In-Office, Provider Recommendation







# Three Cs Approach Confident, Concise, Consistent

## Provider Recommendation

- Presumptive
- Bundled and Equal
- Same Day Vaccination

## Provider Tools

- FAQs
- Motivational Interviewing





# Delivering A Three Cs Recommendation

**ASSUME 'acceptor' status for all parents**



**DELIVER Three Cs Recommendation**

- Presumptive
- Bundled and equal
- Same day vaccination



**Consent? VACCINATE!**



# Anatomy Of A Three Cs Recommendation

## Presumptive Recommendation

### Presumptive

- HOW the recommendation is initiated
- Assumes that parent will consent
- Recommends with confidence and conviction

### Presumptive Language

11-12 year old visit: *“Our sixth grade vaccines that we do, there are three...”*

11-12 year old visit: *“He's due for his 11-year-old shots. We didn't do them last time he was here for his check up because he was sick last time, but he is due for three vaccines.”*

16 year old visit: *“Right now, today, we're talking about your vaccines, and you are due for the two meningitis shots”*





# Value of a Presumptive Recommendation

**Multiple studies suggest that  
a presumptive recommendation  
leads to a  
higher rate of vaccination**





# Anatomy Of A Three Cs Recommendation Bundled, Equal Recommendation

## Bundled, Equal

- HOW the recommendation is framed
- Recommend all ACIP-recommended vaccines for that age (11/12, 16 years old) equally

### Bundled and Equal Language

11-12 year old visit: “Our sixth grade vaccines that we do, there are three, and it's the Tdap, which is tetanus, diphtheria, pertussis. The other one is Gardasil, or HPV, and that one protects against cancer, and then the third one is meningitis, and that is a brain infection that we want to prevent.”

11-12 year old visit: “He is due for three vaccines. Actually we can do four today. So the three he's normally due for, he is due for meningitis, the HPV and the Tdap, and we can also do the flu vaccine today.”

16 year old visit: “What you are due for today, I'm sure you're due for the two meningitis shots”



# Anatomy Of A Three Cs Recommendation Unbundled, Unequal Language

## Unbundled and Unequal Language

*“There are some **required** immunizations, and there is also a couple of immunizations we like to give just for **general health and benefit**”*



*“One is your tetanus vaccine that is **required** for school, and then the HPV vaccine. That is **kind of important**...And then the other one is the meningitis vaccine, which is **not required for school here**, but in many states it is a requirement for middle school. It is a **really important vaccine**. It's not something that you kind of ignore.”*



# Anatomy Of A Three Cs Recommendation

## Same Day Vaccination

### Same Day Vaccination

- HOW the recommendation is offered
- Administer all recommended vaccines at this office visit

#### Same Day Vaccination Language

- *“He is going to be entering seventh grade....So there are several shots that we give **at this time.**”*
- *So he'll get **the first dose today** and comes back in x months for the second dose...”*
- *“You will get one shot of each **today.**”*

#### Offering Delay Can Lead to Non-Vaccination

- *“You obviously do not have to do all of them today.”*
- *“It’s up to you. You can do them all now or you can wait.”*





# Three Cs Recommendations

11-12 YEARS

Today you are due for **three shots** - Tdap, HPV, and meningitis. These shots are **all important** because they protect you from serious diseases that could make you very sick. You will get one shot of each **today**. We will have you come back for the final HPV shot in 6 months.

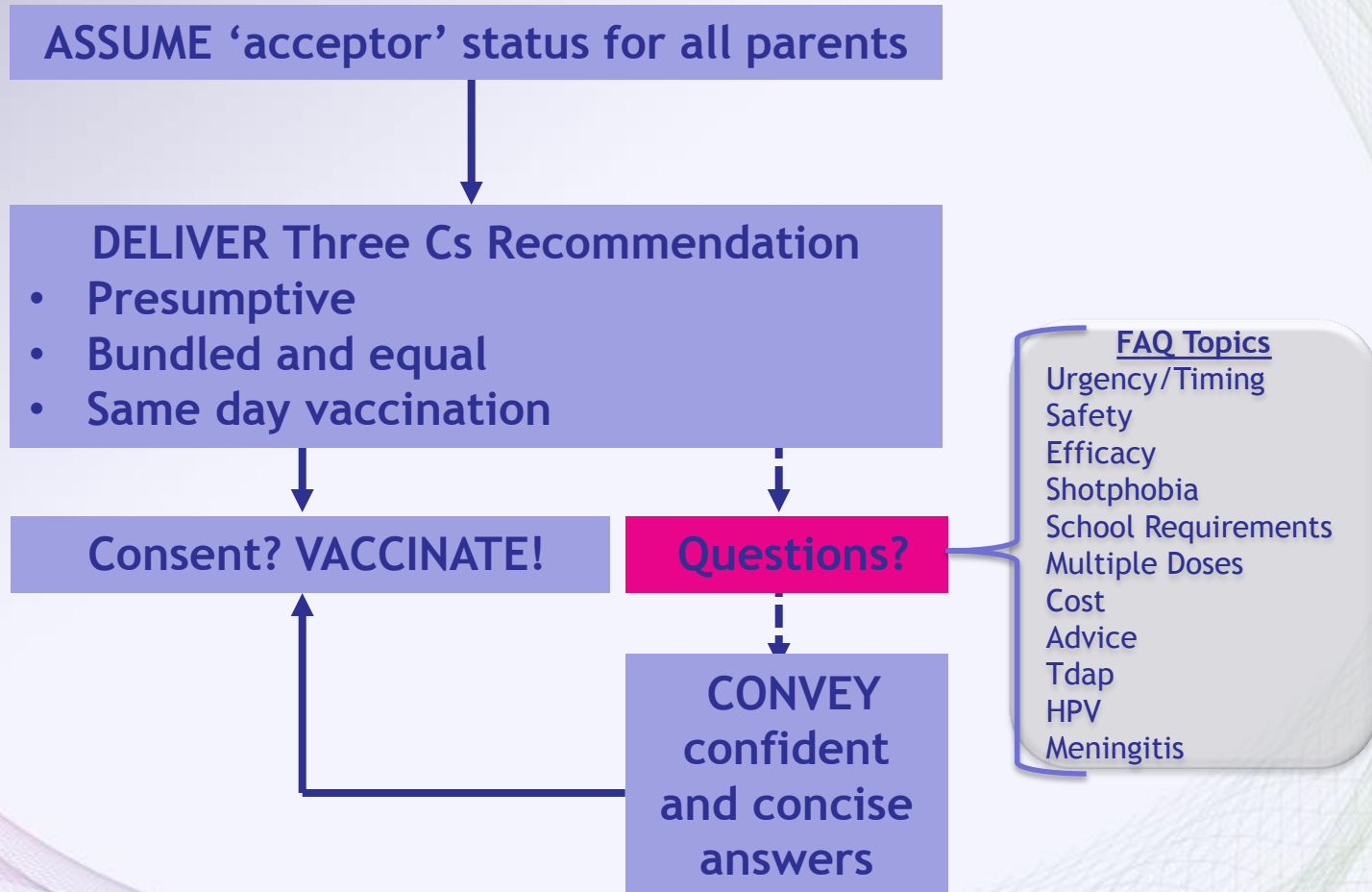
16 YEARS

Today you are due for **two shots** that can protect you from meningitis, a rare but serious brain infection. There are **two different vaccines** because they protect you from different types of meningitis infections. All meningitis can lead to serious illness or even death so I want to protect you from as many types as I can. The first vaccine is a **single shot at this visit**. With the second vaccine, you will get a **first dose today** and then we'll schedule you to come back for one additional shot.



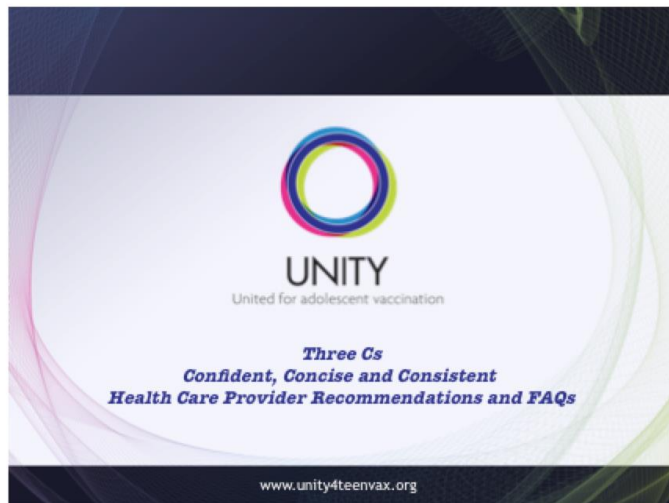


# Giving Confident and Concise Answers (FAQs)





# FAQ Resources



[www.unity4teenvax.org/unity-projects](http://www.unity4teenvax.org/unity-projects)

### Talking to Parents about HPV Vaccine

Recommend HPV vaccination in the **same way** and on the **same day** as all adolescent vaccines. You can say, **“Now that your son is 11, he is due for vaccinations today to help protect him from meningitis, HPV cancers, and pertussis.”** Remind parents of the follow-up shots their child will need and ask them to make appointments before they leave.

**Why does my child need HPV vaccine?**  
HPV vaccine is important because it prevents infections that can cause cancer. That's why we need to start the shot series today.

**Is my child really at risk for HPV?**  
HPV is a very common infection in women and men that can cause cancer. Starting the vaccine series today will help protect your child from the cancers and diseases caused by HPV.

**Why do they need HPV vaccine at such a young age?**  
Like all vaccines, we want to give HPV vaccine earlier rather than later. If you wait, your child may need three shots instead of two.

**I'm worried about the safety of HPV vaccine. Do you think it's safe?**  
Yes, HPV vaccination is very safe. Like any medication, vaccines can cause side effects, including pain, swelling, or redness where the shot was given. That's normal for HPV vaccine too and should go away in a day or two. Sometimes kids faint after they get shots and they could be injured if they fall from fainting. We'll protect your child by having them stay seated after the shot.

**Would you get HPV vaccine for your kids?**  
Yes, I gave HPV vaccine to my child (or grandchild, etc.) when he was 11, because it's important for preventing cancer.

**Why do boys need HPV vaccine?**  
HPV vaccination can help prevent future infection that can lead to cancers of the penis, anus, and back of the throat in men.

**What diseases are caused by HPV?**  
Some HPV infections can cause cancer—like cancer of the cervix or in the back of the throat—but we can protect your child from these cancers in the future by getting the first HPV shot today.

**How do you know the vaccine works?**  
Studies continue to prove HPV vaccination works extremely well, decreasing the number of infections and HPV precancers in young people since it has been available.

**I'm worried my child will think that getting this vaccine makes it OK to have sex.**  
Studies tell us that getting HPV vaccine doesn't make kids more likely to start having sex. I recommend we give your child her first HPV shot today.

**Can HPV vaccine cause infertility in my child?**  
There is no known link between HPV vaccination and the inability to have children in the future. However, women who develop an HPV precancer or cancer could require treatment that would limit their ability to have children.

**What vaccines are actually required?**  
I strongly recommend each of these vaccines and so do experts at the CDC and major medical organizations. School entry requirements are developed for public health and safety, but don't always reflect the most current medical recommendations for your child's health.

**HPV VACCINE IS CANCER PREVENTION**  
December, 2016 | CS2696538

U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention

[www.cdc.gov/vaccines/who/teens/for-hcp-tipsheet-hpv.pdf](http://www.cdc.gov/vaccines/who/teens/for-hcp-tipsheet-hpv.pdf)



# FAQ Examples

## **Urgency/Timing**

Safety

Efficacy

Shotphobia

School Requirements

Multiple Doses

Cost

Advice

Tdap

HPV

Meningitis

## **Urgency/Timing**

**Q. Can't some of these shots wait until I am a little bit older?**

**A. It really is better to get them now. All three vaccines are recommended for your age and I want to protect you from these serious diseases now as well as keep you on schedule. Let's do all three vaccines while you are here.**





# FAQ Examples

Urgency/Timing  
Safety

**Efficacy**

Shotphobia

School Requirements

Multiple Doses

Cost

Advice

Tdap

HPV

Meningitis

## Efficacy

**Q.** How long will the vaccines work? I don't want to get them "too early" because they might wear off.

**A.** Vaccines are recommended at specific ages, taking into account when people are most likely to become exposed and the length of a vaccine's protection. The vaccines I recommend are specifically recommended for your age; let's get you protected today.





# FAQ Examples

Urgency/Timing

Safety

Efficacy

Shotphobia

**School Requirements**

Multiple Doses

Cost

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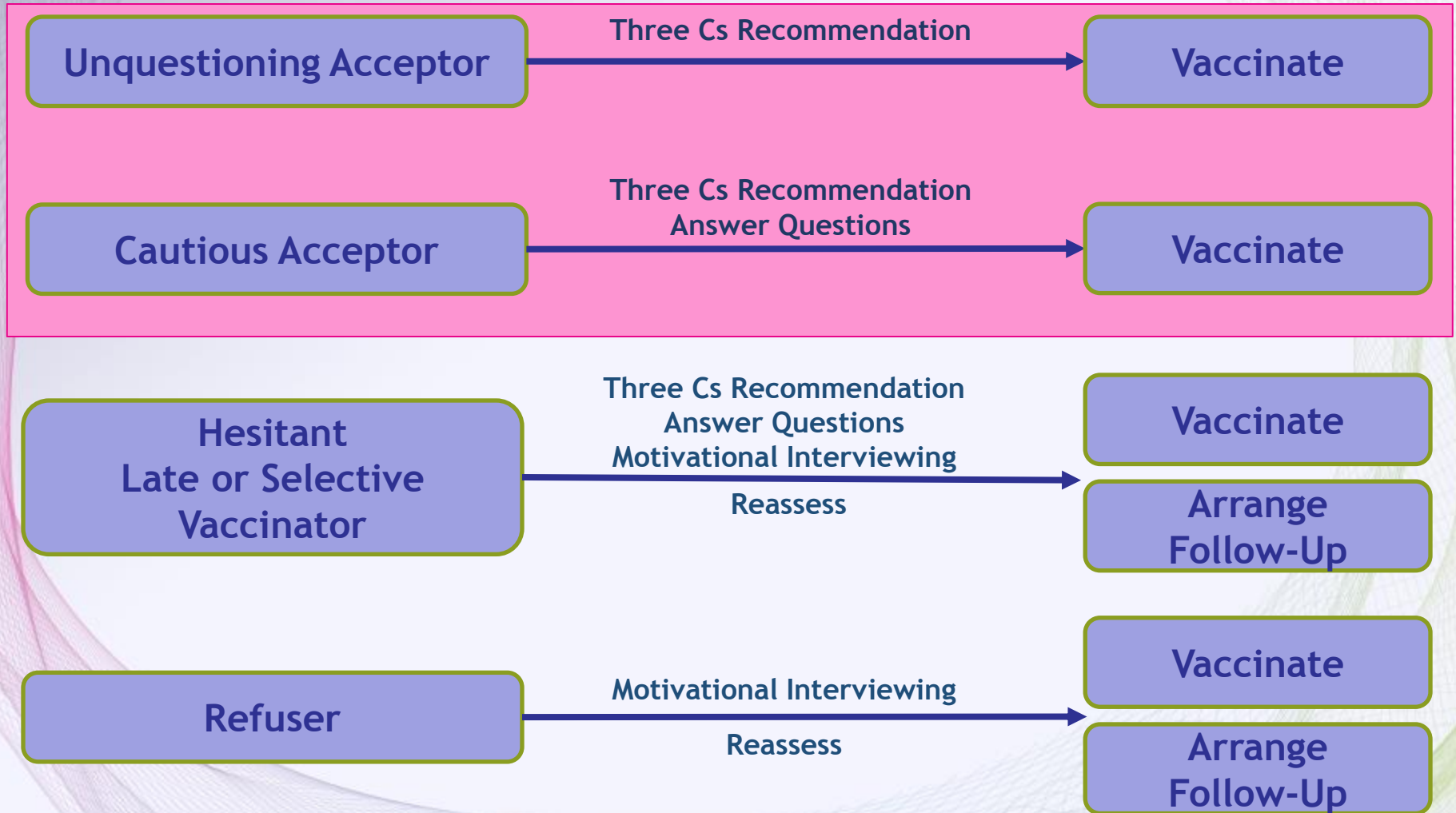
## **School Requirements**

**Q. Which vaccines are required for school (or sports)? I think that I only want to only get those today.**

**A. While there may be a subset of vaccines required for school entry, I recommend all of these vaccines based on expert recommendations from doctors and scientists and what is best for your health. I strongly recommend that you get all of the vaccines today.**



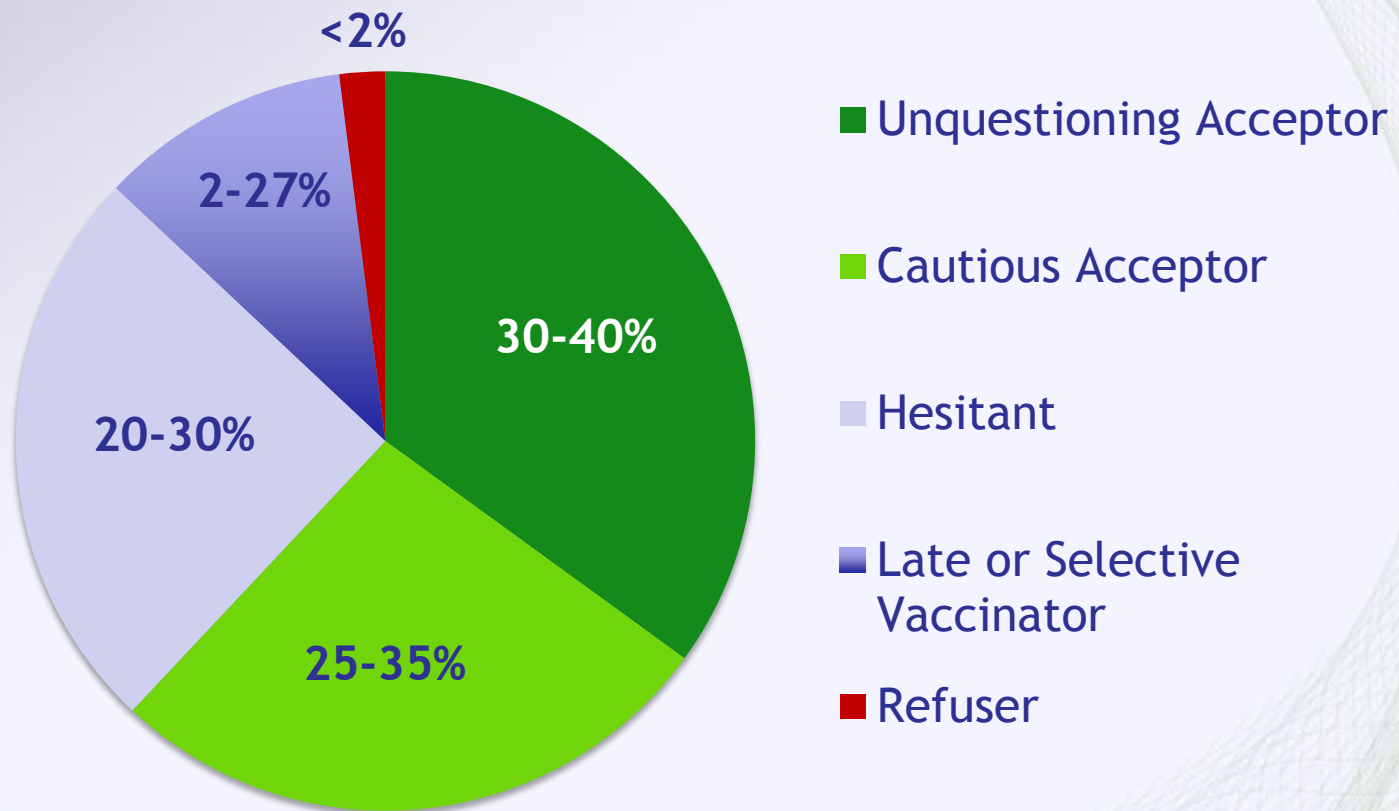
# Parental Disposition Framework





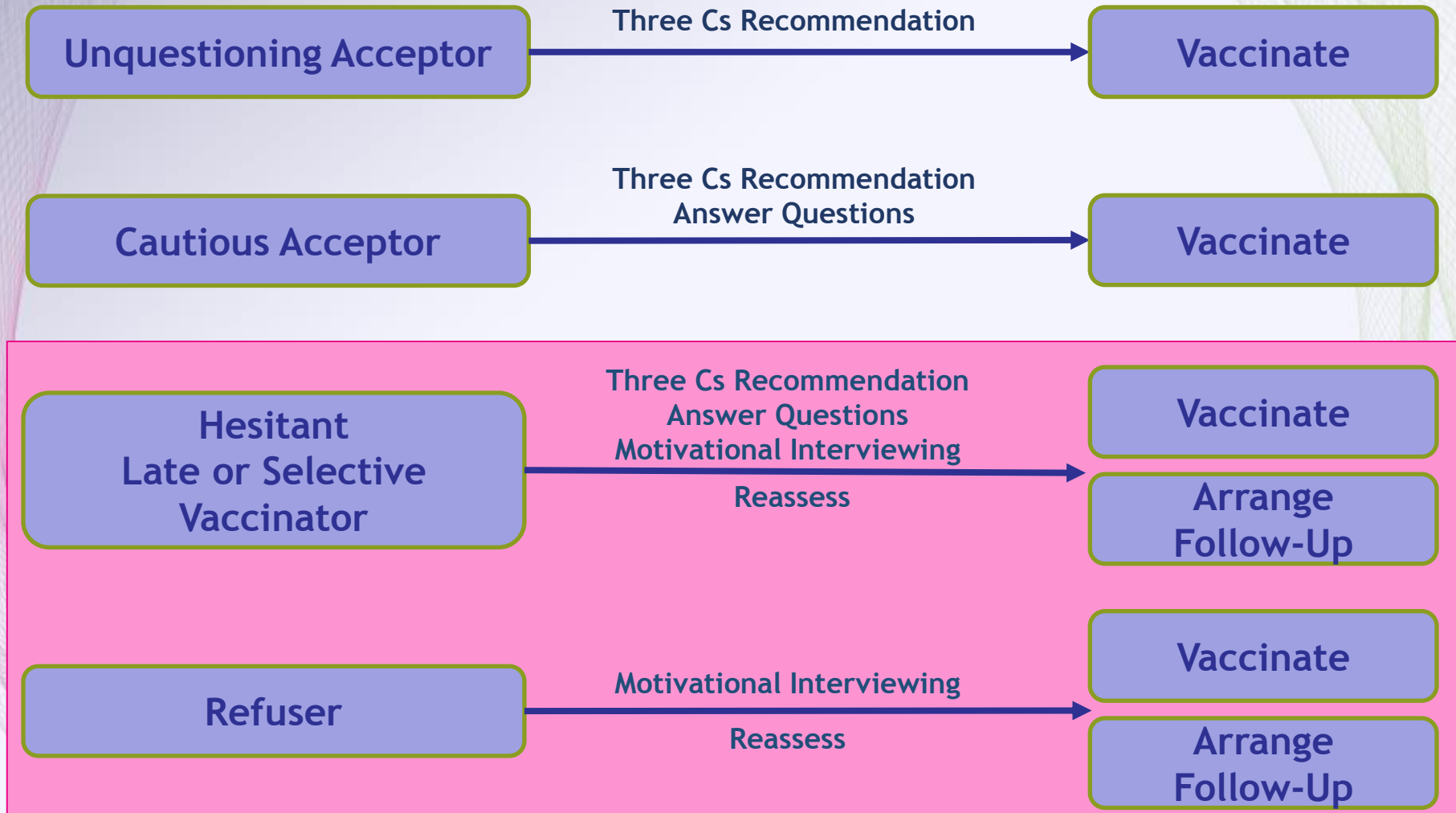
# Parental Disposition

## Majority Of Parents Are “Acceptors”





# Parental Disposition Framework







# Motivational Interviewing

Motivational interviewing is a **collaborative conversation style** for strengthening a person's own motivation and commitment to change. It's a way of *being* versus a way of *doing*.

For hesitant or refusing parents, providers can use motivational interviewing to interact in a way that **increases the motivation to change** and **evokes change talk** (a person's own statements that favor change).

*Example of change talk:*

*"I value prevention and put great effort into keeping my kids healthy"*



# Motivational Interviewing

## The Key To MI Is The Right “Heart” Set

Partnership

Active collaboration

Acceptance

Non-judgmental

Compassion

Focus on well-being

Evocation

Strengths and resources





# Motivational Interviewing Using OARS

**O** Open questions

**A** Affirming

**R** Reflecting

**S** Summarizing







# Motivational Interviewing Tools

1. **Invite** parent/adolescent (P/A) to talk about vax
2. **Encourage** discussion of the change (pros)
3. **Elicit** how the P/A thinks and feels about vax
4. **Use** empathic listening statements when P/A talks about vax
5. **Acknowledge** challenges about vax that P/A faces
6. **Provide** information that is sensitive to P/A concerns
7. **Actively convey** respect for P/A choice
8. **Exchange** ideas with P/A about how to move forward toward acceptance



# Motivational Interviewing

## What It Sounds Like

Invites parent/adolescent to talk about vaccination

*What are your concerns about the vaccine?"*

*How can I better help you to understand the value of vaccinating?"*

Encourages discussion of the change (pros)

*What benefits do you see in vaccinating?*

*Why did you choose a 3 on the importance scale and not a lower number?"  
(when using scale)*

Elicits how the parent/adolescent thinks and feels about vax

*Tell me what you have heard about the side effects of the vaccine.*

*What have you heard from the school?*

Uses empathic listening

*You are anxious because you've read some pretty scary stuff on the Internet.*

*You're worried about getting three shots at a time.*

*Making the right decision is very important to you.*



# Motivational Interviewing

## What It Sounds Like

### Acknowledges challenges

*I hear your concern about him being able to play softball tonight. Getting time off work to come in for the next HPV shot will be a challenge for you.*

### Provides information that is sensitive to parent/adolescent concerns

*You've mentioned two main concerns. Would it be alright with you if we talk about each one and then see what you think?*

### Actively conveys respect for parent/adolescent choices

*I've shared my view about why this is an important vaccine but in the end this is a decision only you can make.*

### Exchange ideas on how to move forward

*I have some information/ideas that might be helpful to you in making this decision. May I share them with you?*





# Three Cs Recommendation Checklist 11-12 Year and 16 Year Olds

- Presumptive recommendation for ALL ACIP-recommended vaccines for the age visit
- Vaccines presented in bundled and equal manner
- Recommendation for same day vaccination
- Accurate and concise responses to parental questions, if any
- Identification of parent/adolescent disposition, particularly 'cautious acceptor' vs. 'hesitant'
- Tailored conversation to parent/adolescent disposition
- Motivational interviewing tools for 'hesitant' and 'refusing' parents/adolescents



# Three Cs Toolkit

Resources available at  
[www.unity4teenvax.org/unity-projects](http://www.unity4teenvax.org/unity-projects)

The screenshot shows the UNITY website header with the logo and navigation links: About Us, Resources, UNITY Projects (highlighted), and Get Involved. Below the header, the 'UNITY Projects' section is titled 'Pursuit of the Three C's: Confident, Concise, and Consistent Healthcare Provider Recommendations for Adolescent Vaccines'. It describes a healthcare provider recommendation study and lists resources developed by the UNITY Consortium:

- Three Cs Rationale: This video provides an overview of the UNITY Consortium (the sponsor of the Three Cs study), reviews current gaps vs. adolescent immunization goals, and provides the rationale for the QI study that focuses on the provider recommendation and applies motivational interviewing principles to the parent-provider conversation.
- Three Cs Demo and Motivational Interviewing: This video provides an overview of the Three Cs intervention (presumptive, bundled, equal recommendation for same day vaccination; FAQs; motivational interviewing guiding style of communications for truly hesitant parents) and demonstrates and reviews various scenarios of parental-provider recommendation conversations. View video worksheet.
- Example language: Three Cs Recommendation and FAQs
- Overview: Parental Disposition and Motivational Interviewing for Hesitant or Refusing Parents

## RESOURCES

- Video 1: Three Cs Background/Rationale
- Video 2: Three Cs Demo and Motivational Interviewing
- Video 2 Worksheet
- Example Language: Three Cs Recommendation and FAQs
- Overview: Parental Disposition and Motivational Interviewing for Hesitant or Refusing Parents



# Summary

- Providers are key to improving vaccination coverage for adolescents
- A “strong” recommendation – confident, concise, and consistent (Three Cs) – can often lead to parental consent and same day vaccination
- A Three Cs recommendation can be successful with the vast majority of parents
- For those parents that are truly hesitant, providers can apply simple Motivational Interviewing tools to collaborate with parents and increase a parent’s motivation to change





# Be A Three Cs Adopter!

## How To Get Started

**A**ssess current behaviors

**D**etermine what changes to make initially, then sequence

**O**bserve impact and reactions

**P**ractice and routinize

**T**each, train, and tell others



# Three Cs Quality Improvement Study Team Members



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# UNITY

United for adolescent vaccination

***The Three C's for Effective Adolescent Vaccination  
Recommendations:  
Overcoming Communication Challenges***

[www.unity4teenvax.org](http://www.unity4teenvax.org)